

## Driver Education FY2017

Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely.

Young drivers are learning the needed skills for the very first time. Senior drivers are often at greater risk due to increased susceptibility to injuries and medical complications in crashes.

As the popularity of communication devices and in-vehicle technology increases among all ages, distracted driving has become an important traffic safety topic. Nationally, ten percent of all fatal crashes were reported as distraction-related crashes. Distracted driving involves anything that takes your eyes off the road, your hands off the wheel, or your mind off your primary task, which is driving. Public education should address these concerns.

### Goals:

Decrease fatalities and incapacitating injuries involving drivers ages 15 to 20 by 29 percent from 1,095 in 2015 to 774 by December 31, 2018.

Decrease fatalities and incapacitating injuries involving drivers ages 65 and older by 2 percent from 1,017 in 2015 to 997 by December 31, 2018.

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent through December 31, 2018.

<b>Task 1: Education &amp; Communication</b>		<b>\$240,500</b>
Section 402 funds		\$240,500

### Teen Defensive Driving School

<b>Project Number</b>	DE-17-01	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	Michigan State Police (MSP)-Training Division	
<b>Grant Amount, Funding Source</b>	\$13,500	402
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Improve young driver training. Assist parents in managing their teens' driving.	
<b>Project Objective</b>	Conduct up to 4 teen defensive driving classes to reduce the current waiting list by September 30, 2017.	

Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. Motor vehicle crashes remain the leading cause of death for teens and account for almost one third of all deaths among people age 16-19 (according to the Insurance Institute for Highway Safety).

In 2015, pre- and post-tests were administered and teens showed a 20 percent increase in knowledge after taking the teen defensive driving course.

## Driver Education FY2017

The MSP Precision Driving Unit conducts 10 one-day teenage defensive driving classes each year with 18 students each for a total of 180 students per year.

Positive course evaluations from both the participating teens and their parents demonstrate its value. Parents routinely contact the instructors after their teens have participated in the course and used defensive driving skills when involved in a subsequent traffic crash. The parents credit the course with contributing to their teens' survival. Increasing course offerings would help to train more teens, reduce the waiting list to attend, and save lives.

Funding will cover overtime costs of instructors to conduct additional classes.

### Strive For a Safer Drive (S4SD) Partnership with Ford Motor Company

<b>Project Number</b>	DE-17-02	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	Traffic Improvement Association (TIA)	
<b>Grant Amount, Funding Source</b>	\$100,000	402
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Employ school-based strategies. Improve young driver training. Assist parents in managing their teens' driving.	
<b>Project Objective</b>	Solicit up to 50 applications from high schools statewide for participation in the S4SD program by September 30, 2017.  Conduct one hands-on driving event for all participating schools in the S4SD program by September 30, 2017.	

The OHSP will partner with the Ford Motor Fund to continue the school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities. Every high school in Michigan will be notified about the program and will have the opportunity to apply for funding to develop a teen, peer-to-peer traffic safety campaign.

Schools will conduct a variety of activities including school assemblies, safety competitions, awareness videos, spirit days, and pre and post evaluations. Schools will submit a final report summarizing activities along with a 5-7 minute video or PowerPoint outlining the campaign. Participating schools will have the opportunity to send students to a Ford Motor Company funded Driving Skills for Life, Ride and Drive event. This event will give 200 teens the opportunity to get behind the wheel of a car with a professional instructor providing advanced instruction at a hands-on driving event at the Ford Development Center in Dearborn.

Funding will be used for program management and to provide transportation for S4SD schools to attend the Ride and Drive event.

## Driver Education FY2017

### ThinkFast: Interactive School Program for Young Drivers

<b>Project Number</b>	CP-17-01	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	\$20,000	402
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Employ school-based strategies. Improve young driver training. Assist parents in managing their teens' driving.	
<b>Project Objective</b>	<p>Provide a teen driver safety interactive program for up to five high schools by September 30, 2017.</p> <p>Provide a teen driver safety interactive program for up to three colleges or universities by September 30, 2017.</p>	

This will be promoted through communication with high school principals, club advisors, teachers, and teens about the program. Schools with limited resources, such as having no school clubs and advisor participation, or schools that cannot travel to attend other teen safe driving events will be chosen to participate in the program.

Teens and adults have consistently reported high levels of satisfaction with the ThinkFast Interactive program. Thinkfast administrators regularly receive anecdotal evidence from participants and program sponsors, including thank you letters praising the program and the valuable prevention efforts.

Funding will support production of the onsite programs.

### CarFit Equipment

<b>Project Number</b>	CP-17-01	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	\$2,000	402
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Provide enhanced training for all sectors of the criminal justice community. Plan for an aging mobility and transportation dependent population. Develop and enhance programs to identify older drivers at increased risk of crashing and take appropriate action. Encourage senior-friendly transportation options.	
<b>Project Objective</b>	Distribute up to eight CarFit event kits throughout the state by September 30, 2017.	

## Driver Education FY2017

CarFit is designed to assist senior drivers in adapting themselves and their vehicles in a way that maximizes their control of the vehicle as well as offering the most protection in the event of a crash.

Eight CarFit kits will be placed with injury prevention coordinators in the following locations: upper peninsula (2), northern lower Michigan (1), west Michigan (1), SE Michigan (2), and central Michigan (2).

Funding will support printed educational materials, signs, banners, and CarFit kits.

### Driver Orientation Screen for Cognitive Impairment Tool (DOSCI) for Law Enforcement

<b>Project Number</b>	CP-17-03	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	\$0	402
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Provide enhanced training for all sectors of the criminal justice community. Plan for an aging mobility and transportation dependent population. Develop and enhance programs to identify older drivers at increased risk of crashing and take appropriate action. Encourage senior-friendly transportation options.	
<b>Project Objective</b>	Develop, print, and distribute an older driver assessment tool/tip card for law enforcement by September 30, 2017.	

The DOSCI, as developed in California, will be slightly edited by adding Michigan information, resources, and referral services. The card will be sent to law enforcement agencies throughout the state with a letter explaining its use.

Funding will support the development and distribution of the DOSCI tip card.

## Driver Education FY2017

### Distracted Driving Educational Video Assets and Printed Materials

<b>Project Number</b>	CP-17-03	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	\$100,000	402
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Conduct effective communication and outreach activities. Encourage enforcement of the state's texting law.	
<b>Project Objective</b>	Develop video and printed materials by September 30, 2017.	

This project will provide for the creation of educational impact video assets and will feature a distracted driving crash survivor or family members. The video can be used on social media sites and in PowerPoint presentations.

This project will support creation of printed distracted driving education and information materials with plans to distribute to law enforcement agencies, high schools, and possibly large corporations.

Videos and promotional materials will be distributed during distracted driving awareness month in April 2017. Maximizing the distracted driving awareness campaign with the video, PSAs, printed materials, enforcement efforts, and news events will help keep this issue in the forefront in Michigan.

Funding will support video production and printed materials.

<b>Task 2: Program Management</b>	<b>\$13,000</b>
Section 402 funds	\$13,000

### Program Management

<b>Project Number</b>	CP-17-02	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	\$13,000	402
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.